

*Amendments to the Claims*

This listing of claims will replace all prior versions, and listing of claims in the application.

1. (Amended) A method of automatically preparing [a] communications [pertaining to] offering one or more financial products or financial services [a financial product or a financial service for an entity], the method comprising:

(1) automatically determining whether to offer a financial product or a financial service to [said] an entity, said entity being from an entity set comprising a plurality of entities, said financial product or said financial service being from a financial product/service set comprising (a), (b), or (c):

(a) one or more financial products;

(b) one or more financial services;

(c) one or more financial products and one or more financial services;

(2) if it is determined to offer [a] said financial product or [a] said financial service to said entity, then [using decision information to] automatically [determine] determining variable information [, the variable information] for inclusion in [the] a communication for said entity; and

(3) automatically generating the communication for said entity if it is determined to offer said financial product or said financial service to said entity, the communication including an offering to said entity for [a] said financial product or [a] said financial service, the communication having a communication format, wherein said

communication format comprises at least one portion that accommodates the variable information, the generating step including incorporating the variable information into said at least one portion of the communication, [wherein the variable information is related to said offering, and] wherein content of said offering in said communication includes the variable information such that said offering comprises variable content, wherein said variable information in said offering at least partially identifies and specifies said financial product or said financial service being offered to said entity [comprises at least one of financial product information, financial service information, offer information, and entity information];

wherein steps (1), (2), and (3) are performed using one or more data processing devices within an automated process; and

wherein steps (1), (2), and (3) are performed for each entity in said entity set and for each financial product and financial service in said financial product/service set, such that each financial product and financial service in said financial product/service set is considered for possible offering to each entity in said entity set [using one or more data processing devices, and are performed within an automated process].

2. (Previously Presented) The method of claim 1, further comprising:  
inputting data from one or more sources; and  
using at least some of said data to determine content of the communication.
3. (Previously Presented) The method of claim 2, further comprising:  
storing said data in one or more databases; and

collecting additional data from one or more sources, and updating said one or more databases with said additional data.

4. (Previously Presented) The method of 2, wherein said one or more sources comprises at least one of:

one or more non-resident databases;  
one or more sources accessible via modem;  
one or more sources accessible via the Internet;  
inbound telemarketing; and  
outbound telemarketing.

5. (Amended) The method of claim 1, wherein [said using] step (2) comprises automatically determining said variable information using decision information, step (2) further comprising:

applying said decision information to retrieve or select information, said retrieved or selected information to be included in said communication.

6. (Previously Presented) The method of claim 1, further comprising:  
inputting data from one or more sources;  
wherein said variable information is generated from said data.

7. (Amended) The method of claim 1, wherein [said using] step (2) comprises:

processing data according to [said] decision information to determine said variable information.

8. (Amended) The method of claim 7, wherein [said using] step (2) further comprises:

processing said variable information according to other decision information to refine said variable information.

9. (Amended) The method of claim 7, wherein [said using] step (2) further comprises:

automatically modifying on a real-time basis said variable information so as to be more desirable to said entity.

10. (Previously Presented) The method of claim 1, further:

using outbound or inbound telemarketing to obtain data pertaining to said entity; and customizing said communication for said entity based on said data pertaining to said entity.

11. (Previously Presented) The method of claim 1, wherein said variable information comprises at least one of textual components, alphanumeric components, and graphical components.

12. (Previously Presented) The method of claim 1, further comprising:

generating communications for entities, said communications having differing formats.

13. (Previously Presented) The method of claim 12, wherein said differing formats differ in one or more of textual components, alphanumeric components, and graphical components.

14. (Previously Presented) The method of claim 12, further comprising:

selecting a format for an entity based on at least data pertaining to said entity.

15. (Previously Presented) The method of claim 1, further comprising:  
selecting a delivery medium that will be used to deliver the communication to said entity.

16. (Previously Presented) The method of claim 15, wherein said delivery medium is  
at least one of:  
electronic; and  
non-electronic.

17. (Previously Presented) The method of claim 16, wherein said electronic delivery  
medium comprises at least one of modem, network, Internet, and video.

18. (Previously Presented) The method of claim 16, wherein said non-electronic  
delivery medium comprises printed materials.

19. (Previously Presented) The method of claim 15, wherein said selecting step is  
performed automatically.

20. (Previously Presented) The method of claim 15, further comprising:  
selecting a format for said communication based on said selected delivery medium.

21. (Previously Presented) The method of claim 15, further comprising:  
selecting a format for said communication suitable for said selected delivery medium.

22. (Previously Presented) The method of claim 1, further comprising:  
using a format for said communication suitable for a delivery medium that is to be used  
to deliver said communication to said entity.

23. (Previously Presented) The method of claim 1, further comprising:

using a format for said communication based on a delivery medium that is to be used to deliver said communication to said entity.

24. (Previously Presented) The method of claim 1, further comprising:  
constructing said communication based on data pertaining to said entity.

25. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity based on data pertaining to said entity.

26. (Previously Presented) The method of claim 1, further comprising:  
selecting a plurality of delivery mediums that will be used to deliver the communication to said entity.

27. (Previously Presented) The method of claim 1, further comprising:  
outputting said communication to a data file.

28. (Previously Presented) The method of claim 1, further comprising:  
automatically generating a communication for an entity based on one or more pre-defined events.

29. (Previously Presented) The method of claim 1, further comprising:  
automatically generating a communication for an entity based on a set of predetermined criteria.

30. (Previously Presented) The method of claim 1, wherein said generating step comprises:  
selectively placing content in said communication.

31. (Previously Presented) The method of claim 30, wherein said generating step further comprises:

selectively placing at least some content in blank spaces of said communication.

32. (Amended) The method of claim 1, further comprising:  
selecting a subset of entities from a set of available entities; and  
performing [said determining, using, and generating steps] steps (1), (2), and (3)  
for only said selected subset of entities.
33. (Previously Presented) The method of claim 1, wherein said generating step comprises:  
generating said communication using a printing device.
34. (Previously Presented) The method of claim 1, wherein part of said communication comprises variable information.
35. (Previously Presented) The method of claim 1, wherein said communication only includes variable information.
36. (Previously Presented) The method of claim 1, wherein said entity is at least one of a client and a potential client.
37. (Previously Presented) The method of claim 1, wherein said communication format is customized for said entity.
38. (Previously Presented) The method of claim 37, further comprising:  
generating said communication format based on client demographics.
39. (Previously Amended) The method of claim 37, further comprising:  
generating said communication format based on said financial product or said financial service being offered to said entity.

40. (Previously Presented) The method of claim 37, further comprising:  
generating said communication format based on marketing objectives.
41. (Previously Presented) The method of claim 1, further comprising at least one of:  
delivering said communication to said entity via printed materials;  
delivering said communication to said entity via modem;  
delivering said communication to said entity via electronic transfer;  
delivering said communication to said entity via internet;  
delivering said communication to said entity via a data file; and  
delivering said communication to said entity via voice response.
42. (Previously Presented) The method of claim 1, further comprising the step of:  
generating a document comprising said communication.
43. (Previously Presented) The method of claim 42, wherein said document is an  
electronic document.
44. (Previously Presented) The method of claim 42, wherein said document is a  
printed document.
45. (Previously Presented) The method of claim 1, the method further comprising:  
delivering said communication and reply means to said entity.



46. (Previously Presented) The method of claim 45, wherein said reply means enable said entity to conduct a transaction pertaining to said financial product or financial service.

47. (Previously Presented) The method of claim 45, wherein said reply means enable said entity to obtain more information pertaining to said financial product or financial service.

48. (Previously Presented) The method of claim 45, wherein said reply means enable said entity to purchase said financial product or financial service, as a one-step sales process.

49. (Previously Presented) The method of claim 45, wherein said delivering step comprises:  
providing said communication and reply means to said entity electronically or via printed materials.

50. (Previously Presented) The method of claim 45, wherein said reply means is part of said communication.

51. (Amended) The method of claim 1, wherein [said using] step (2) comprises:

(a) determining said variable information by performing one or more calculations.

52. (Previously Presented) The method of claim 51, wherein step (a) comprises:

performing calculations based on data pertinent to said entity to at least one of select, design, and price at least one of a financial product and a financial service.

53. (Amended) The method of claim 1, wherein [said using] step (2) comprises:  
determining whether to offer one or more particular financial products or  
financial services to said entity.

54. (Amended) The method of claim 53, wherein [said using] step (2) further  
comprises:  
calculating one or more amounts of said one or more particular financial products  
or financial services to offer to said entity.

55. (Amended) The method of claim 54, wherein [said using] step (2) further  
comprises:  
calculating costs of said one or more amounts of said one or more particular  
financial products or financial services to offer to said entity.

56. (Amended) The method of claim 1, wherein [said using] step (2) comprises:  
identifying any types of financial products or financial services that said entity  
needs; and  
determining, for each type needed by said entity, particular financial products or  
financial services to offer to said entity.

57. (Amended) The method of claim 1, wherein [said using] step (2) comprises:

identifying whether the entity has need for any pre-selected types of financial products or financial services; and

determining, for each type needed, particular financial products or financial services to offer to said entity.

58. (Previously Presented) The method of claim 1, further comprising:

using demographics to at least one of select, design, and price at least one of a financial product and a financial service.

59. (Amended) The method of claim 1, wherein said financial product or financial service relates to a mortgage loan, wherein [said using] step (2) comprises:

using data related to at least said mortgage loan to at least one of select, design, and price said mortgage loan-related financial product or financial service.

60. (Amended) The method of claim 1, wherein said financial product or financial service relates to insurance, wherein [said using] step (2) comprises:

using data related to said entity to at least one of select, design, and price said insurance-related financial product or financial service.

61. (Previously Presented) The method of claim 60, wherein said insurance comprises at least one of life insurance, health insurance, and annuities.

62. (Amended) The method of claim 1, wherein said financial product or financial service relates to life insurance, and wherein [said using] step (2) comprises:

determining, based on at least one of demographics, age of said entity, income of said entity, and other data pertinent to said entity, one or more life insurance plans to offer to said entity.

63. (Amended) The method of claim 1, wherein said financial product or financial service relates to life insurance, and wherein [said using] step (2) comprises at least one of:

selecting, designing, and pricing said life insurance based on at least one of demographics, age of said entity, income of said entity, and other data pertinent to said entity.

64. (Amended) An apparatus of automatically preparing [a] communications [pertaining to] offering one or more financial products or financial services [a financial product or a financial service for an entity], comprising:

first determining means for automatically determining whether to offer a financial product or a financial service to [said] an entity, said entity being from an entity set comprising a plurality of entities, said financial product or said financial service being from a financial product/service set comprising (a), (b), or (c):

(a) one or more financial products;

(b) one or more financial services;

(c) one or more financial products and one or more financial services;

second determining means for [using decision information to] automatically [determine] determining variable information if it is determined to offer [a] said financial

product or [a] said financial service to said entity, the variable information for inclusion in [the] a communication for said entity; and

means for automatically generating the communication for said entity if it is determined to offer said financial product or said financial service to said entity, the communication including an offering to said entity for [a] said financial product or [a] said financial service, the communication having a communication format, wherein said communication format comprises at least one portion that accommodates the variable information, said generating means incorporating the variable information into said at least one portion of the communication, [wherein the variable information is related to said offering, and] wherein content of said offering in said communication includes the variable information such that said offering comprises variable content, wherein said variable information in said offering at least partially identifies and specifies said financial product or said financial service being offered to said entity [comprises at least one of financial product information, financial service information, offer information, and entity information];

wherein said first determining means, said second determining [using] means, and said generating means operate in one or more data processing devices within an automated process; and

wherein said first determining means, said second determining [using] means, and said generating means operate for each entity in said entity set and for each financial product and financial service in said financial product/service set, such that each financial product and financial service in said financial product/service set is considered for possible offering to each entity in said entity set.

65. (Previously Presented) The apparatus of claim 64, further comprising:  
means for inputting data from one or more sources; and  
means for using at least some of said data to determine content of the communication.

66. (Previously Presented) The apparatus of claim 65, further comprising:  
means for storing said data in one or more databases; and  
means for collecting additional data from one or more sources, and updating said one or more databases with said additional data.

67. (Previously Presented) The apparatus of 65, wherein said one or more sources comprises at least one of:

- one or more non-resident databases;
- one or more sources accessible via modem;
- one or more sources accessible via the Internet;
- inbound telemarketing; and
- outbound telemarketing.

68. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises means for determining said variable information using decision information, and further comprises:

- means for applying said decision information to retrieve or select information, said retrieved or selected information to be included in said communication.

69. (Previously Presented) The apparatus of claim 64, further comprising:  
means for inputting data from one or more sources;  
wherein said variable information is generated from said data.

70. (Amended) The apparatus of claim 64, wherein said second determining [using]  
means comprises:  
means for processing data according to [said] decision information to determine said  
variable information.

71. (Amended) The apparatus of claim 70, wherein said second determining [using]  
means further comprises:  
means for processing said variable information according to other decision information  
to refine said variable information.

72. (Amended) The apparatus of claim 70, wherein said second determining [using]  
means further comprises:  
means for automatically modifying on a real-time basis said variable information so as to  
be more desirable to said entity.

73. (Previously Presented) The apparatus of claim 64, further:  
means for using outbound or inbound telemarketing to obtain data pertaining to said  
entity; and  
means for customizing said communication for said entity based on said data pertaining  
to said entity.

74. (Previously Presented) The apparatus of claim 64, wherein said variable  
information comprises at least one of textual components, alphanumeric components,  
and graphical components.

75. (Previously Presented) The apparatus of claim 64, further comprising:  
means for generating communications for entities, said communications having differing  
formats.
76. (Previously Presented) The apparatus of claim 75, wherein said differing formats  
differ in one or more of textual components, alphanumeric components, and graphical  
components.
77. (Previously Presented) The apparatus of claim 75, further comprising:  
means for selecting a format for an entity based on at least data pertaining to said entity.
78. (Previously Presented) The apparatus of claim 64, further comprising:  
means for selecting a delivery medium that will be used to deliver the communication to  
said entity.
79. (Previously Presented) The apparatus of claim 78, wherein said delivery medium  
is at least one of:  
electronic; and  
non-electronic.
80. (Previously Presented) The apparatus of claim 79, wherein said electronic  
delivery medium comprises at least one of modem, network, Internet, and video.
81. (Previously Presented) The apparatus of claim 79, wherein said non-electronic  
delivery medium comprises printed materials.
82. (Previously Presented) The apparatus of claim 78, wherein said selecting means  
operates automatically.
83. (Previously Presented) The apparatus of claim 78, further comprising:



means for selecting a format for said communication based on said selected delivery medium.

84. (Previously Presented) The apparatus of claim 78, further comprising:  
means for selecting a format for said communication suitable for said selected delivery medium.

85. (Previously Presented) The apparatus of claim 64, further comprising:  
means for using a format for said communication suitable for a delivery medium that is to be used to deliver said communication to said entity.

86. (Previously Presented) The apparatus of claim 64, further comprising:  
means for using a format for said communication based on a delivery medium that is to be used to deliver said communication to said entity.

87. (Previously Presented) The apparatus of claim 64, further comprising:  
means for constructing said communication based on data pertaining to said entity.

88. (Previously Presented) The apparatus of claim 64, further comprising:  
means for delivering said communication to said entity based on data pertaining to said entity.

89. (Previously Presented) The apparatus of claim 64, further comprising:  
means for selecting a plurality of delivery mediums that will be used to deliver the communication to said entity.

90. (Previously Presented) The apparatus of claim 64, further comprising:  
means for outputting said communication to a data file.

91. (Previously Presented) The apparatus of claim 64, further comprising:

means for automatically generating a communication for an entity based on one or more pre-defined events.

92. (Previously Presented) The apparatus of claim 64, further comprising:  
means for automatically generating a communication for an entity based on a set of predetermined criteria.

93. (Previously Presented) The apparatus of claim 64, wherein said generating means comprises:  
means for selectively placing content in said communication.

94. (Previously Presented) The apparatus of claim 93, wherein said generating means further comprises:  
means for selectively placing at least some content in blank spaces of said communication.

95. (Amended) The apparatus of claim 64, further comprising:  
means for selecting a subset of entities from a set of available entities; and  
wherein said first determining means, second determining [using] means, and  
generating means operate for only said selected subset of entities.

96. (Previously Presented) The apparatus of claim 64, wherein said generating means comprises:  
  
means for generating said communication using a printing device.

97. (Previously Presented) The apparatus of claim 64, wherein part of said communication comprises variable information.

98. (Previously Presented) The apparatus of claim 64, wherein said communication only includes variable information.

99. (Previously Presented) The apparatus of claim 64, wherein said entity is at least one of a client and a potential client.

100. (Previously Presented) The apparatus of claim 64, wherein said communication format is customized for said entity.

101. (Previously Presented) The apparatus of claim 100, further comprising:  
means for generating said communication format based on client demographics.

102. (Previously Amended) The apparatus of claim 100, further comprising:  
means for generating said communication format based on said financial product or said financial service being offered to said entity.

103. (Previously Presented) The apparatus of claim 100, further comprising:  
means for generating said communication format based on marketing objectives.

104. (Previously Presented) The apparatus of claim 64, further comprising at least one of:

means for delivering said communication to said entity via printed materials;

means for delivering said communication to said entity via modem;  
means for delivering said communication to said entity via electronic transfer;  
means for delivering said communication to said entity via internet;  
means for delivering said communication to said entity via a data file; and  
means for delivering said communication to said entity via voice response.

105. (Previously Presented) The apparatus of claim 64, further comprising the step of:  
means for generating a document comprising said communication.

106. (Previously Presented) The apparatus of claim 105, wherein said document is an  
electronic document.

107. (Previously Presented) The apparatus of claim 105, wherein said document is a  
printed document.

108. (Previously Presented) The apparatus of claim 64, the apparatus further  
comprising:

means for delivering said communication and reply means to said entity.

109. (Previously Presented) The apparatus of claim 108, wherein said reply means  
enable said entity to conduct a transaction pertaining to said financial product or financial  
service.

110. (Previously Presented) The apparatus of claim 108, wherein said reply means enable said entity to obtain more information pertaining to said financial product or financial service.

111. (Previously Presented) The apparatus of claim 108, wherein said reply means enable said entity to purchase said financial product or financial service, as a one-step sales process.

112. (Previously Presented) The apparatus of claim 108, wherein said delivering means comprises:

means for providing said communication and reply means to said entity electronically or via printed materials.

113. (Previously Presented) The apparatus of claim 108, wherein said reply means is part of said communication.

114. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:

means for determining said variable information by performing one or more calculations in accordance with [said] decision information.

115. (Amended) The apparatus of claim 114, wherein said first determining means comprises:

means for performing calculations based on data pertinent to said entity to at least one of select, design, and price at least one of a financial product and a financial service.

116. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:

means for determining whether to offer one or more particular financial products or financial services to said entity.

117. (Amended) The apparatus of claim 116, wherein said second determining [using] means further comprises:

means for calculating one or more amounts of said one or more particular financial products or financial services to offer to said entity.

118. (Amended) The apparatus of claim 117, wherein said second determining [using] means further comprises:

means for calculating costs of said one or more amounts of said one or more particular financial products or financial services to offer to said entity.

119. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:

means for identifying any financial products or financial services that said entity needs; and

means for determining, for each type needed by said entity, particular financial products or financial services to offer to said entity.

120. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:

means for identifying whether said entity has need for any pre-selected types of financial products or financial services; and

means for determining, for each type needed, particular financial products or financial services to offer to said entity.

121. (Previously Presented) The apparatus of claim 64, further comprising:

means for using demographics to at least one of select, design, and price at least one of a financial product and a financial service.

122. (Amended) The apparatus of claim 64, wherein said financial product or financial service relates to a mortgage loan, wherein said second determining [using] means comprises:

means for using data related to at least said mortgage loan to at least one of select, design, and price said mortgage loan-related financial product or financial service.

123. (Amended) The apparatus of claim 64, wherein said financial product or financial service relates to insurance, wherein said second determining [using] means comprises:

means for using data related to said entity to at least one of select, design, and price said insurance-related financial product or financial service.

124. (Previously Presented) The apparatus of claim 123, wherein said insurance comprises at least one of life insurance, health insurance, and annuities.

125. (Amended) The apparatus of claim 64, wherein said financial product or financial service relates to life insurance, and wherein said second determining [using] means comprises:

means for determining, based on at least one of demographics, age of said entity, income of said entity, and other data pertinent to said entity, one or more life insurance plans to offer to said entity.

126. (Amended) The apparatus of claim 64, wherein said financial product or financial service relates to life insurance, and wherein said second determining [using] means comprises:

means for at least one of selecting, designing, and pricing said life insurance based on at least one of demographics, age of said entity, income of said entity, and other data pertinent to said entity.

127. (Amended) The method of claim 1, wherein [said using] step (2) comprises:

determining one or more types of financial products or financial services to offer to said entity.

128. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:



means for determining one or more types of financial products or financial services to offer to said entity.

129. (Amended) The method of claim 1, further comprising:

selecting [said] decision information that is used to determine said variable information.

130. (Amended) The method of claim 1, further comprising:

inputting and storing [said] decision information that is used to determine said variable information.

131. (Amended) The method of claim 1, wherein step (2) comprises automatically determining said variable information using decision information, wherein said decision information is a part of control logic.

132. (Amended) The method of claim 131, wherein [said using] step (2) comprises:

using a module operating according to said control logic to use said decision information to automatically determine said variable information for inclusion in the communication.

133. (Previously Presented) The method of claim 1, further comprising:

delivering said communication to said entity via printed materials.

134. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity via modem.
135. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity via electronic transfer.
136. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity via internet.
137. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity via a data file.
138. (Previously Presented) The method of claim 1, further comprising:  
delivering said communication to said entity via voice response.
139. (Amended) The method of claim 1, wherein [said using] step (2) comprises:  
determining one or more types of financial products or financial services to offer  
to said entity.
140. (Amended) The method of claim 139, wherein [said using] step (2) further  
comprises:  
determining, for at least some of said types, particular financial products or  
financial services to offer to said entity.

141. (Previously Presented) The method of claim 45, wherein said delivering step comprises:

providing said communication and reply means to said entity electronically.

142. (Previously Presented) The method of claim 45, wherein said delivering step comprises:

providing said communication and reply means to said entity via printed materials.

143. (Amended) The method of claim 1, wherein [said using] step (2) comprises:

automatically using [the] decision information and at least one of entity information and financial product or service information to determine whether a particular financial product or service is to be offered to a particular entity;

wherein said generating step comprises:

preparing a communication for said particular entity if it is determined that said particular financial product or service is to be offered to said particular entity.

144. (Previously Presented) The method of claim 143, wherein said using and generating steps operate over a set of entities.

145. (Previously Presented) The method of claim 143, wherein the entity information does not include entity identification information or transactional information.

146. (Amended) The apparatus of claim 64, wherein said second determining [using] means comprises:

means for automatically using [the] decision information and at least one of entity information and financial product or service information to determine whether a particular financial product or service is to be offered to a particular entity;

wherein said generating means comprises:

means for preparing a communication for said particular entity if it is determined that said particular financial product or service is to be offered to said particular entity.

147. (Amended) The apparatus of claim 146, wherein said second determining [using] means and generating means operate over a set of entities.

148. (Previously Presented) The apparatus of claim 64, wherein the entity information does not include entity identification information or transactional information.

149. (Previously Presented) The method of claim 1, further comprising:

selecting a first delivery medium that will be used to deliver the communication to said entity; and

selecting a second delivery medium that will be used to deliver a subsequent communication pertaining to said offer to said entity.

150. (Previously Presented) The method of claim 1, wherein steps (1), (2), and (3) are performed within an automated process without the need for human intervention between each step.

151. (Previously Presented) The method of claim 1, wherein steps (1), (2), and (3) are performed within an automated process without human intervention between each step.

152. (Previously Presented) The apparatus of claim 64, further comprising:  
means for selecting a first delivery medium that will be used to deliver the communication to said entity; and  
means for selecting a second delivery medium that will be used to deliver a subsequent communication pertaining to said offer to said entity.

153. (Amended) The apparatus of claim 64, wherein said first determining means, said second determining [using] means, and said generating means operate without the need for human intervention therebetween.

154. (Amended) The apparatus of claim 64, wherein said first determining means, said second determining [using] means, and said generating means operate without human intervention therebetween.

155. (Amended) The method of claim 1, [A method of automatically preparing a communication pertaining to a financial product or a financial service for an entity, the method comprising:

(1) automatically determining whether to offer a financial product or a financial service to said entity;

(2) if it is determined to offer a financial product or a financial service to said entity, then using decision information to automatically determine variable information, the variable information for inclusion in the communication for said entity; and

(3) automatically generating the communication, the communication including an offering to said entity for a financial product or a financial service, the

communication having a communication format, wherein said communication format comprises at least one portion that accommodates the variable information, the generating step including incorporating the variable information into said at least one portion of the communication, wherein the variable information is related to said offering, and wherein the variable information comprises at least one of financial product information, financial service information, offer information, and entity information;]

wherein steps (1), (2), and (3) are performed using one or more data processing devices, and are performed within an automated process without the need for human intervention between each step.

156. (Previously Presented) The method of claim 155, wherein steps (1), (2), and (3) are performed without human intervention between each step.

157. (Amended) The apparatus of claim 64, [An apparatus of automatically preparing a communication pertaining to a financial product or a financial service for an entity, comprising:

means for automatically determining whether to offer a financial product or a financial service to said entity;

means for using decision information to automatically determine variable information if it is determined to offer a financial product or a financial service to said entity, the variable information for inclusion in the communication for said entity; and

means for automatically generating the communication, the communication including an offering to said entity for a financial product or a financial service, the communication having a communication format, wherein said communication format comprises at least one portion that accommodates the variable information, said generating means

incorporating the variable information into said at least one portion of the communication, wherein the variable information is related to said offering, and wherein the variable information comprises at least one of financial product information, financial service information, offer information, and entity information;]

wherein said first determining means, said second determining [using] means, and said generating means operate in one or more data processing devices within an automated process, wherein said first determining means, said second determining [using] means, and said generating means operate without the need for human intervention therebetween.

158. (Amended) The apparatus of claim 157, wherein said first determining means, said second determining [using] means, and said generating means operate without human intervention therebetween.

159. (New) A method of automatically preparing communications offering one or more financial products or financial services, the method comprising:

(1) automatically determining whether to offer a financial product or a financial service to an entity, said entity being from an entity set comprising a plurality of entities, said financial product or said financial service being from a financial product/service set comprising (a), (b), or (c):

- (a) one or more financial products;
- (b) one or more financial services;
- (c) one or more financial products and one or more financial services;

(2) if it is determined to offer said financial product or said financial service to said entity, then automatically determining variable information for inclusion in a communication for said entity; and

(3) automatically generating information sufficient to produce the communication for said entity if it is determined to offer said financial product or said financial service to said entity, the communication including an offering to said entity for said financial product or said financial service, the communication having a communication format, wherein said communication format comprises at least one portion that accommodates the variable information, the generating step including designating placement of the variable information into said at least one portion of the communication, wherein content of said offering in said communication includes the variable information such that said offering comprises variable content, wherein said variable information in said offering at least partially identifies and specifies said financial product or said financial service being offered to said entity;

wherein steps (1), (2), and (3) are performed using one or more data processing devices within an automated process; and

wherein steps (1), (2), and (3) are performed for each entity in said entity set and for each financial product and financial service in said financial product/service set, such that each financial product and financial service in said financial product/service set is considered for possible offering to each entity in said entity set.